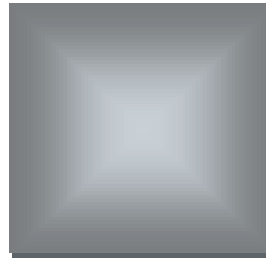


2018 IOWA INDUSTRY PROFILE

INFORMATION

IOWA WORKFORCE DEVELOPMENT



Executive Summary

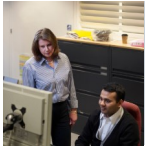
In 2017, the **Information** sector comprised 1.4 percent of all covered public and private employment in Iowa. This sector reported an average annual wage of \$55,784 for 2017, which was 21.1 percent greater than the statewide average of \$46,073 for all industries.

This sector continues to see a decline in employment since 2008. Oddly enough, the decline has corresponded with an increase in wages. During the recession employment went from 33,936 in 2008 to 28,620 in 2011 and most recently, 22,281 in 2017. This change has been a result of the improved technology over the years, resulting in higher wages for those who kept up with internet, electronics, cellular phones and other IT systems.

The subsector in this industry with highest employment is **Publishing industries (except Internet)** with 7,349 employees. **Other information services** is responsible for the highest average wage, at \$83,213, followed by **Telecommunications**, at \$61,525.

Men represent 54.2 percent of employment in this sector.





INFORMATION IOWA INDUSTRY PROFILE

What is Information?

The **Information** sector is comprised of establishments primarily engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and processing data.

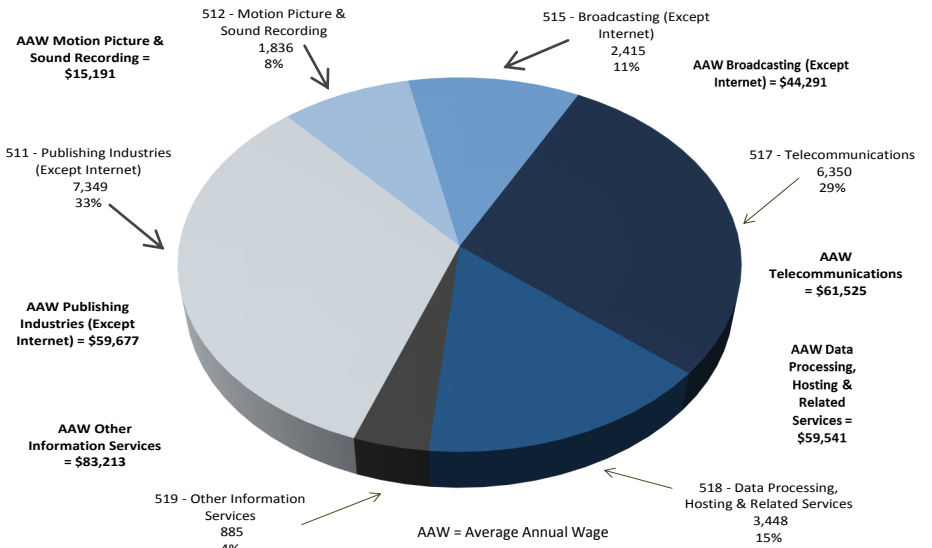
The main components of this sector are **Publishing industries**, which includes software publishing, **Motion picture and sound recording industries**, **Telecommunications**, and **Data processing, hosting & related services**.

Source: www.bls.gov/cew/bls_naics/bls_naics_app.htm

2017 Industry Breakout by Information in Iowa

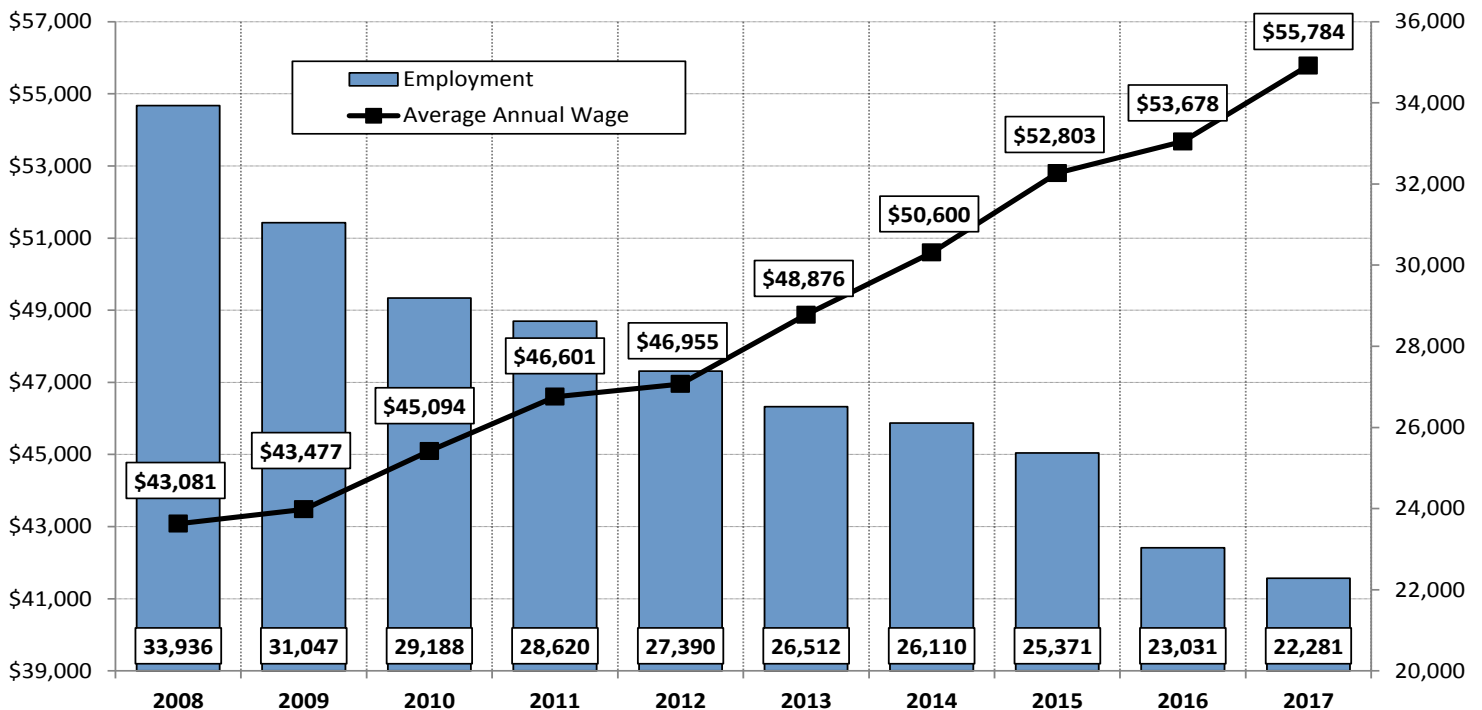
Information NAICS Industry Coding

Percentage Employed and Average Annual Wage by Subsector



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

2008–2017 Employment in Information in Iowa



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

INFORMATION IOWA INDUSTRY PROFILE



Examples of Major Information Employers

Name of Company	Industry
Meredith Group	Publishing industries
Gazette Communications	Publishing industries
Fiserv	Data processing, hosting & related services
Active Interest Media	Publishing industries
Burlington Hawk-Eye	Publishing industries
Des Moines Radio Group	Broadcasting (except Internet)
Heartland Communications Group	Publishing industries
Iowa State Daily	Publishing industries
KWWL	Broadcasting (except Internet)

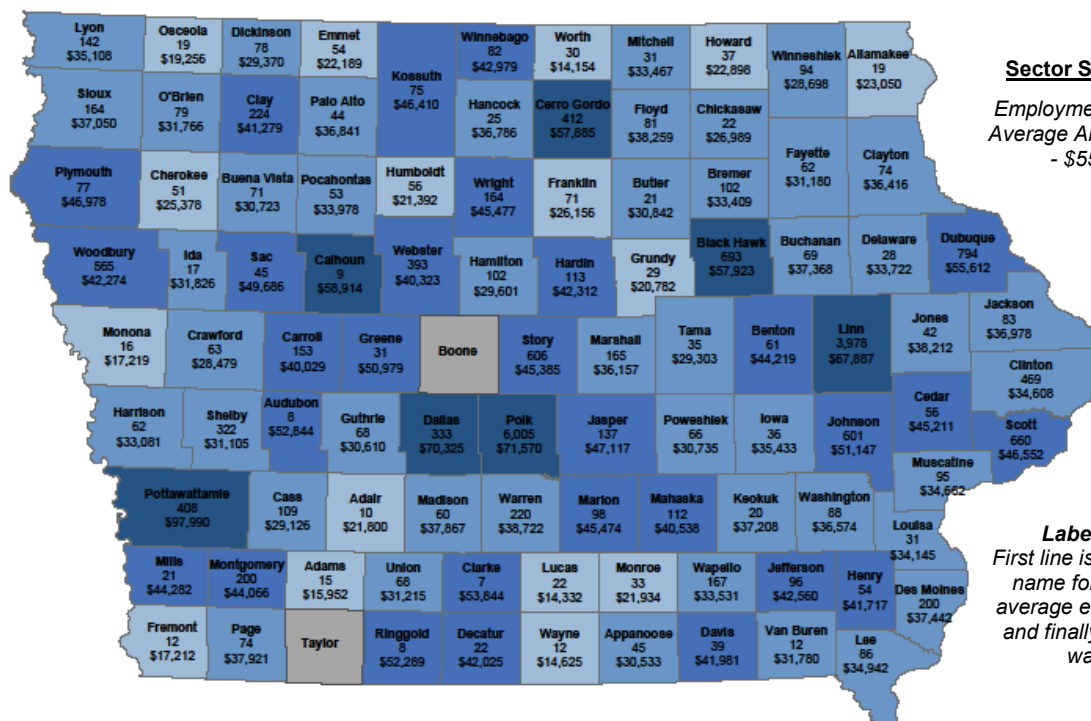
Source: www.iowaworkforcedevelopment.gov/employer-database

Employers

In 2017, there were 1,759 **Information** locations across Iowa. **Telecommunications** has the highest employment units with 549, followed by **Publishing industries (except Internet)** with 495 units. **Data processing, hosting & related services** was third with 206 establishments.

The employers listed to the left are classified in the subsector that reflects their primary industry, although each company may be engaged in other economic activities.

2017 Covered Employment in Information by County



Wages Less than \$26,156 \$26,157 - \$38,722 \$38,723 - \$55,612 Greater than \$55,613

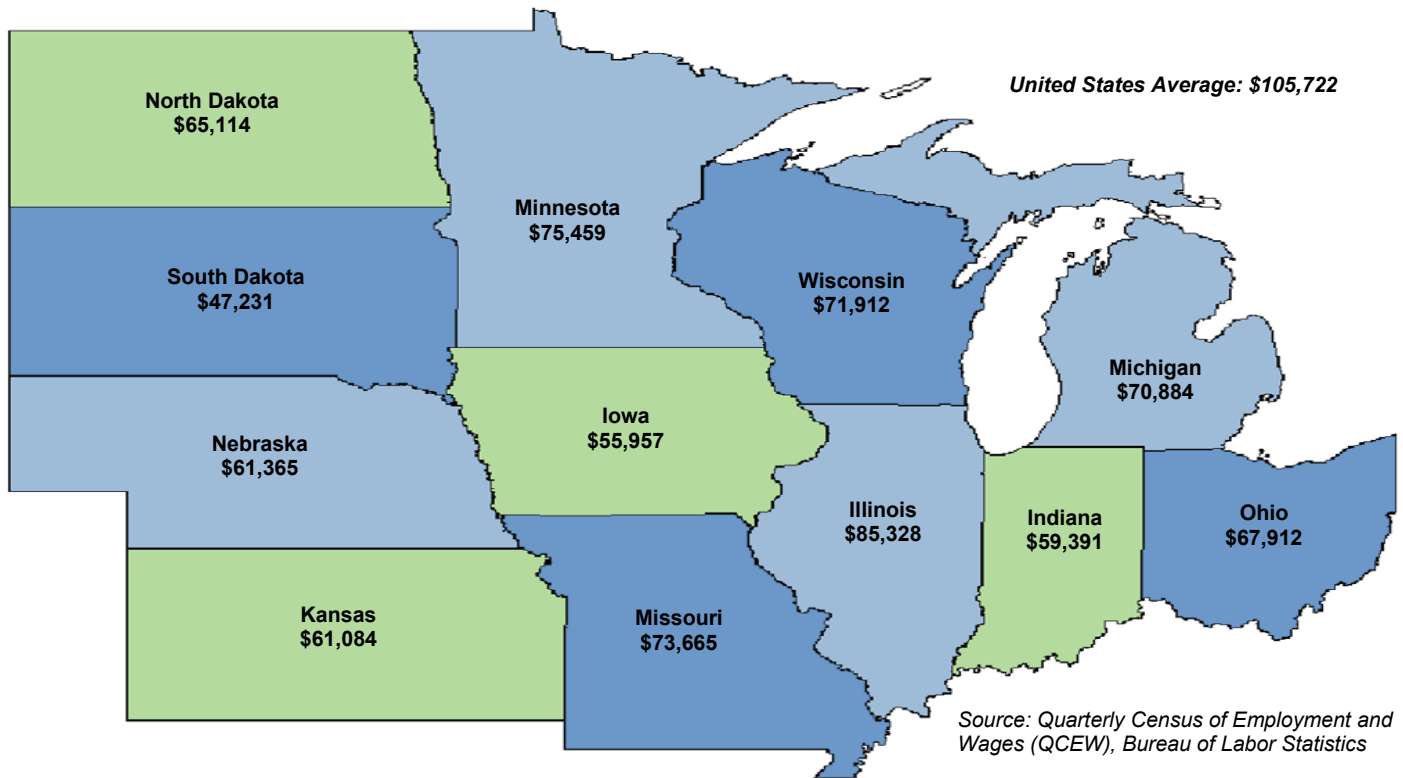
Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development



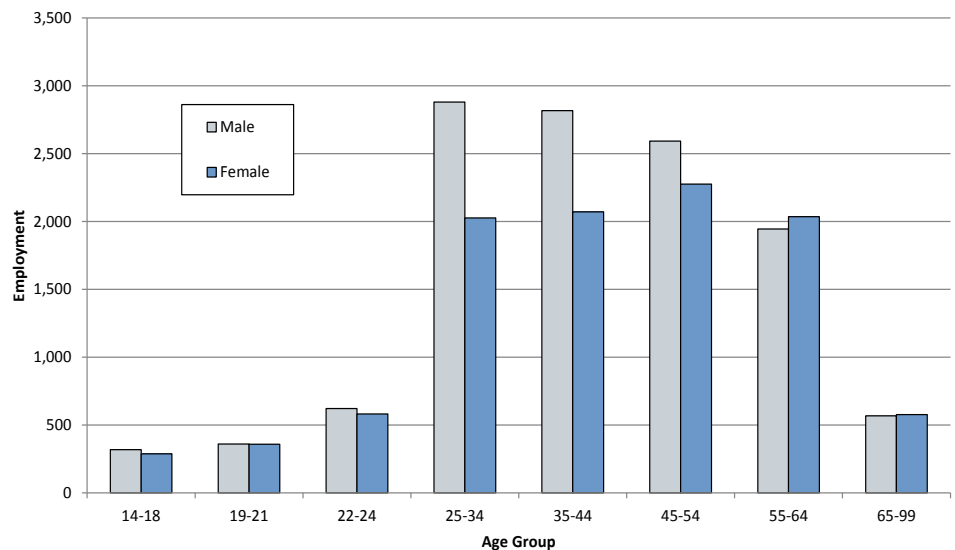
INFORMATION IOWA INDUSTRY PROFILE

2017 Average Annual Wage for Covered Employment in Information

State Comparisons by Private Ownership



Industry Distribution by Age and Gender, 2nd Quarter 2017



Source: Local Employment Dynamics, Iowa Workforce Development and U.S. Census Bureau
<https://lehd.ces.census.gov/>

Contact Information

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